Course Title: Management of Ecommerce Operations

Course Number:099863

Number of credit points: 2
Academic Year: **2019**
Time: (Day & Hour) 18:00-21:30

Course Instructor: Pavel Zaslavsky
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Meeting time for students: by appointment

Teaching Assistant: _____---_____
E –mail:
Telephone:
Meeting times for students:_____ (or by appointment)

Syllabus:

Course Objectives:

• Understanding the different business models of online retail;
• Understanding the building blocks of the online retail site;
• Understanding the influence of UI and UX design on business performance;
• Learning various types of content and challenges in creation and maintenance of thereof;
• Understanding the global and social repercussions of content management;
• Understanding the underlying operations behind the online retail;
• Challenges and advantages of operations outsourcing and specifics of BPO around the world;
• Learning the mechanics of user traffic, performance criteria and levers that influence them;
• Analyzing online retail related marketing and buyer acquisition strategies;
• Executing performance analysis and channel attribution;
• Understanding and gathering market and pricing intelligence;
• Global online retail perspective, trends and recent developments around the world.

Course Content & Scope:

Online retail course covers the business models and mode of operation of online retail businesses in various segments. The basic building blocks of an online retail company are analyzed from the operational and business perspectives. The course examines significant examples of successful and less successful online retail enterprises from the last 15 years and gives an outlook onto the current and future trends of the industry. Along with examination of global online retail, special attention is given to the geographical and cultural perspectives of online retail - customers, managerial practice and operations .These are done through insight into successful and less successful cross cultural implementations of business models. The theoretical materials combined with practical application of knowledge during execution of the course project.

The course is based on a practical and applicable knowledge accumulated from various global and local online retailers, marketplaces and shopping comparison engines. It provides the overview of the business area of online retail with an insight into the day to day challenges and seasonal fluctuations. It provides the practical knowledge in most of the aspects of online retail including marketing, operations, content management, customer support, payments in online and offline world.

The project and the following presentation will be graded based on the following criteria:
- Timely execution of all project stages
- Sound approach to content creation and insertion
- Clarity of verbal and visual presentation of the project
- Final outcome of the activity – sale closure, selling price (bonus)

Teaching Methods:

The course consists of 6 sessions presented on various aspects of ecommerce operations.
Guest lecturers will be invited to some of the lectures, these will include high ranking managers of global online retail related multinationals. Business cases of successful and failing enterprise moves will be presented and examined in the class.
The course includes readings, competitive, hands on, online retail project and a final presentation of the project process and outcome (group).

For the project (groups of 3-4) the students will embark on a selling process on a major retail platform and conduct sales process in all stages from account setup, product insertion onto platform, content creation, pricing research, product pricing, communication with potential buyers, sale and payment clearance, shipping and potential follow up.

Teaching Materials:

Teaching materials consist of presentations shown in class, case studies presented in class and additional case studies distributed for reading.

Readings (Compulsory / Recommended):

- Krug Steve (2014). *Don't Make Me Think. A Commonsense Approach to Web Usability (3rd Edition).* New Rides

- Schwartz Barry (2004). *The Paradox of Choice.* Harper Collins

- Anderson Chris (2008). *The Long Tail: Why the Future of Business is Selling Less of More.* Hyperion

- Mikitani Hiroshi (2013). *Marketplace 3.0: Rewriting the Rules of Borderless Business.* Palgrave Macmillan

- Hsieh Tony (2013). *Delivering Happiness: A Path to Profits, Passion, and Purpose.* Business Plus

- Liu Shiying, Avery Martha (2009). *Alibaba - The Inside Story Behind Jack Ma and the Creation of the World's Biggest Online Marketplace.* Harper Collins

- Walton Sam (1993). Made in America. Bantam

- Kaushik Avinash (2009). *Web Analytics 2.0: The Art of Online Accountability and Science of Customer Centricity.* Wiley Publishing

Student Assessment:

Attendance in lectures is mandatory as the presented materials are unique. Student discussions and interaction cannot be substituted or documented.
 (Maximum of one absence may be excused).
- Class participation 10% (individual grade)
- Online retail project – selling online 30% (individual grade)
- Final presentation of project process and outcome - 60% (team grade)

Technion - **Israel Institute of Technology**
The William M. Davidson Faculty of Industrial Engineering and Management

MBA- **Focusing on the Entrepreneurship, Innovation & Management of Technology**

The presentations and group discussion will be done at the last session – team attendance is mandatory

Course Plan

Session 1: Introduction and Basic Online retail business models – May 14th

Lecture
• Course overview
• Course requirements
• Basic online retail business types
• Online retail in various industries
• Understanding the online retail economics and conversions
• Online retail and ethics

Business case
•Shopping comparison - The life and death of a pioneer

Session 2: Website design and content – May 21th

Lecture
• Ecommerce site UI and UX - wireframes
• Search and navigation
• Product taxonomy principles and types
• Product related content and data
• Experience personalization
• User generated content

Guest Lecture
Meet an Industry professional: Ofri Raviv – Paypal, Data Science Expert

Session 3: Landing pages design and performance tracking – June 4th

Lecture
• Sales funnel
• Landing pages as a sales tool
• Fogg behavioral model
• Landing page usability
• Principles of persuasion

Business case
• Alibaba & Taobao – Crocodile on the Yangze river

Session 4: Analytics – June 11th
Lecture
• Google analytics
• How the analytics data is gathered
• Account structure
• Goals, conversions and filters
• Traffic reports

Guest Lecture
Meet an Industry Leader: Yuval Matalon – Live person, GM. Ex Ebay Israel GM 2011-2018

Session 5: Marketing and sales in online retail – June 18th
Lecture
• Search engine principles
• How Google works
• Search engine optimization
• Search engine marketing
• Economics of online ad campaign
• Google ads – intro
• Google ads – structure and setup
• Google ads – ad groups and ads

Business case
• Silk road – the dark side of ecommerce

Session 6: SEM and Performance analysis – June 25th
Lecture
• Google ads – keywords
• Google ads – quality score and ad rank
• Google ads – keyword bidding and auctions
• Channel attribution of traffic

Guest Lecture
Meet an Industry Leader: Liraz Margalit – Clicktale, CMO / Director of behavioral analytics

Session 7: Online retail project presentations – July 2nd
Lecture
• Team presentations of the project – setup, process, outcome, learnings